Example Search Screen Flow - USER side of the system

A. | SIGN IN and SEARCH or JOIN option prompt

B. | USER SIMILARITY PROMPT

C. | SCOPE OF DATABASE PROMPT

D. | JOIN SOLICITATION and initial preference question prompt to user

E. | TRAIT OPTION SCREEN defining micro-demographic to search

F. | VARIABLE TRAIT selection screen, narrowing variable based target demo group

G. | FACTOID advertisement deemed relevant to USER based on data collected to this point

H. | PREFERENCE MENU SCREEN wherein user selects personal preference and personal issue areas of interest related to their micro-demographic.

I. | FACTOID advertisement selectively relevant to the indicated preference areas and the users indicated micro-demographic .

J. | RESULTS SCREEN related to data correlation of preference regarding the users' micro-demographie group and the areas of interest selected in preferences menu. Option of selecting a result to further correlate that result to the users' micro-demographic group.

K. | TOP TEN, or selected amount of closest correlating members to the users' micro-demographic parameters, who selected a preference aspect.

L. | SELECTED DATABASE MEMBER deemed of interest by the user, likely based on photo featured and/or selected data featured in the "top 10" database members screen provided. This member's areas of personal preference and personal feedback collected are featured for the user to select, toward reviewing long form and provided options feedback from the member in this area

M. | LONG FORM FEEDBACK is provided related to a selected area of personal preference.

N. | OPTIONS of cross referencing this new area of preference with the users' micro-demographic as a whole and other database option such as the review of other preference data of members selectively similar to a selected single member, changing the micro-demographic completely to be relevant to the traits of another member are given.

O. | OPTIONS to return to preference screen and other phases of the search to begin with new preference areas, or a new micro-demographic should a return to the TRAIT screen be selected.

FIG.1

Example JOIN Data-Input Screen Flow - MEMBER side of the system

A. | TRAITS OF MEMBER MENU and feedback screen

B. | PREFERENCES OF MEMBER MENU and feedback screen and sub-screen for longer form feedback

C. | SUBMISSION OF PHOTO and/or other visual or audio data for posting within the members' searchable profile within database

D. | MEMBERS' incentive point accrual total

E. | MEMBERS' example redemptions option prompt screen

F. | MEMBERS' full redemption catalog

G. | MEMBERS' incoming e-mail from USERS, where in responding to such mail provides additional incentive points to the member.

H. | ADVERTISING posting agreeably received by point accruing members, example

I. | POSTING BOARD uniquely assembled for MEMBER based on trait and preference data collected regarding the member

FIG.2

SBP.COM

**Where you can shop and learn about
others like you, and like others you like**

SEARCH Find out what people like you, or not like you, think and like	**JOIN** Answer questions and win points for AMAZING stuff of all types

**You have entered
the most innovative , personal SEARCH ENGINE on the WEB.**

Here, you cand discover the likes, dislikes, opinions,
traits, habits, loves, hates, mistakes, suggestion...
Of exactly the type of people that interest you.

You may also win credit to be used in purchasing many top
brands, simply by joining the members of SBP.com, in answering the
questions that you choose to, after clicking the blue button above.
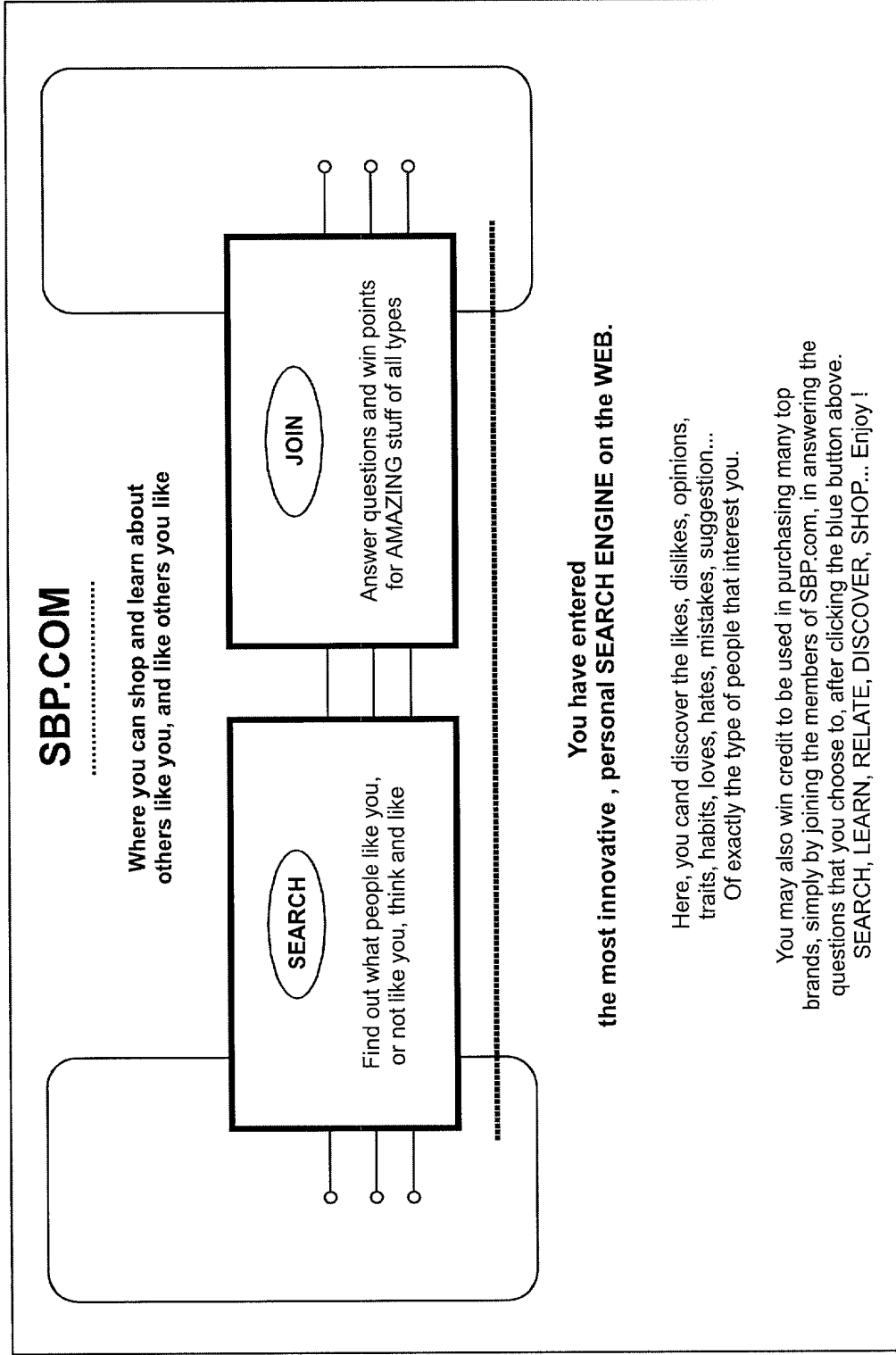SEARCH, LEARN, RELATE, DISCOVER, SHOP... Enjoy !

FIG.3

Begin the adventure of your internet life.

Find out exactly what people YOU are interested in are thinking, buying and hoping for; Send mail and post messages for exactly those people who can help you, guide you and are related to you.

○ I am Interested in info about people like me

○ I am Interested in discovering info on someone, or people other than myself

○ I want info only on members who have photos.

○ I am OK if a member close to my requested type does not have a photo to view

○ Send me info on things relevant to areas of my search

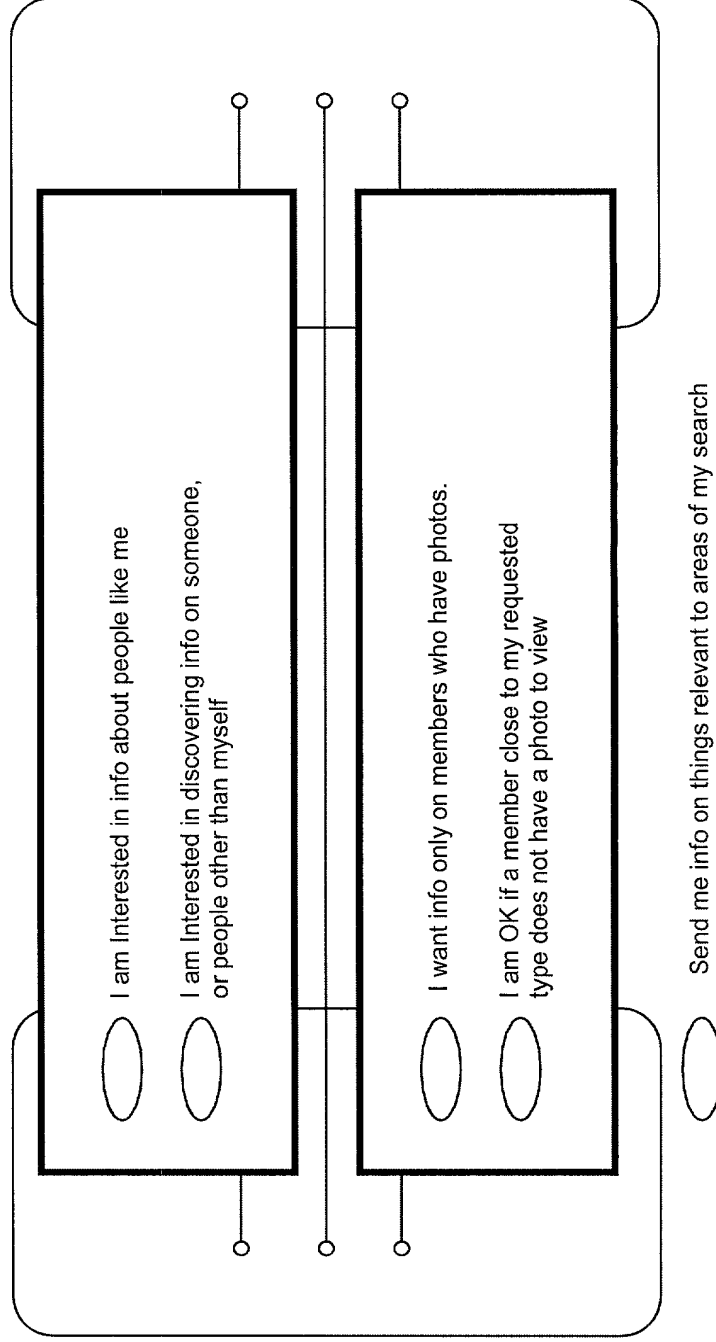## Fig.4

BECOMING a member is easy:

SELECT a screen name: _____

and PASSWORD: _____

And, answer questions as they come up during your searches,
For each answer you will win 2 points toward "stuff."

Answer some of the "long form" questions, get 5 points each,
Submit a photo JPEG or GIF and get a 20 point bonus.

QUESTION 1: Do you consider yourself a happy person? 2 pts.
Depressed   Down a bit   Neutral   Upbeat   Happy
plenty

⬯   ⬯   ⬯   ⬯   ⬯

_____ Write in more about this, for 5 more points _____

FIG.5

I am curious about the following
things about my requested type:

BANKING

	A	B	C			

AGE
HEIGHT
WEIGHT
BODY TYPE
SHOPPING HABITS
PERSONAL STYLE
SEXUAL PREFERENCE
FAMILY STATUS / WEALTH
HATES
LOVES
PERSONAL PROBLEMS
DEMEANOR
GPA OR SMARTS
TALENTS
DREAMS

etc.
etc.
etc.

write in
write in

BACK
to previous
screen

As the searcher clicks the "c" importance option on

FIG.6

DEMEANOR: please select the option which best describes the demeanor of the type you are searching:

◯ VERY AGGRESSIVE

◯ ACTIVE BUT MODERATE

◯ NEUTRAL

◯ LAID BACK

◯ QUITE PASSIVE

DID YOU KNOW?....
22% of members who
consider themselves
VERY AGGRESSIVE
prefer FORD sport
utility vehicles
over other brands?

CLICK for more on FORD SUV's

FIG.7

POP UP SCREEN :

I would like to focus my search to the following:

☐ ALL MEMBERS IN THE DATABASE

☒ TOP 10 CLOSEST MATCHES TO MY DEMO

☐ TOP 50 CLOSEST MATCHES

☐ TOP 100 CLOSEST MATCHES

☐ TOP 5% CLOSEST TO MY DEMO

☐ TOP 10% CLOSEST TO MY DEMO

☐ TOP 15% CLOSEST TO MY DEMO

☐ Include only members who gave long form feedback on answers

■ Include only members with photos or video

MUSIC ITEMS AVAILABLE-click
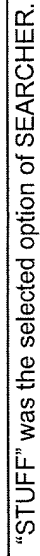
item to order with points and/or cash

(Pay $5 per 10 points extra)

☐ CD singles 150 points

☐ full Cd's   500 points

☐ DOWNLOAD singles 50 points

☐ VIP passes at concerts 200 pts

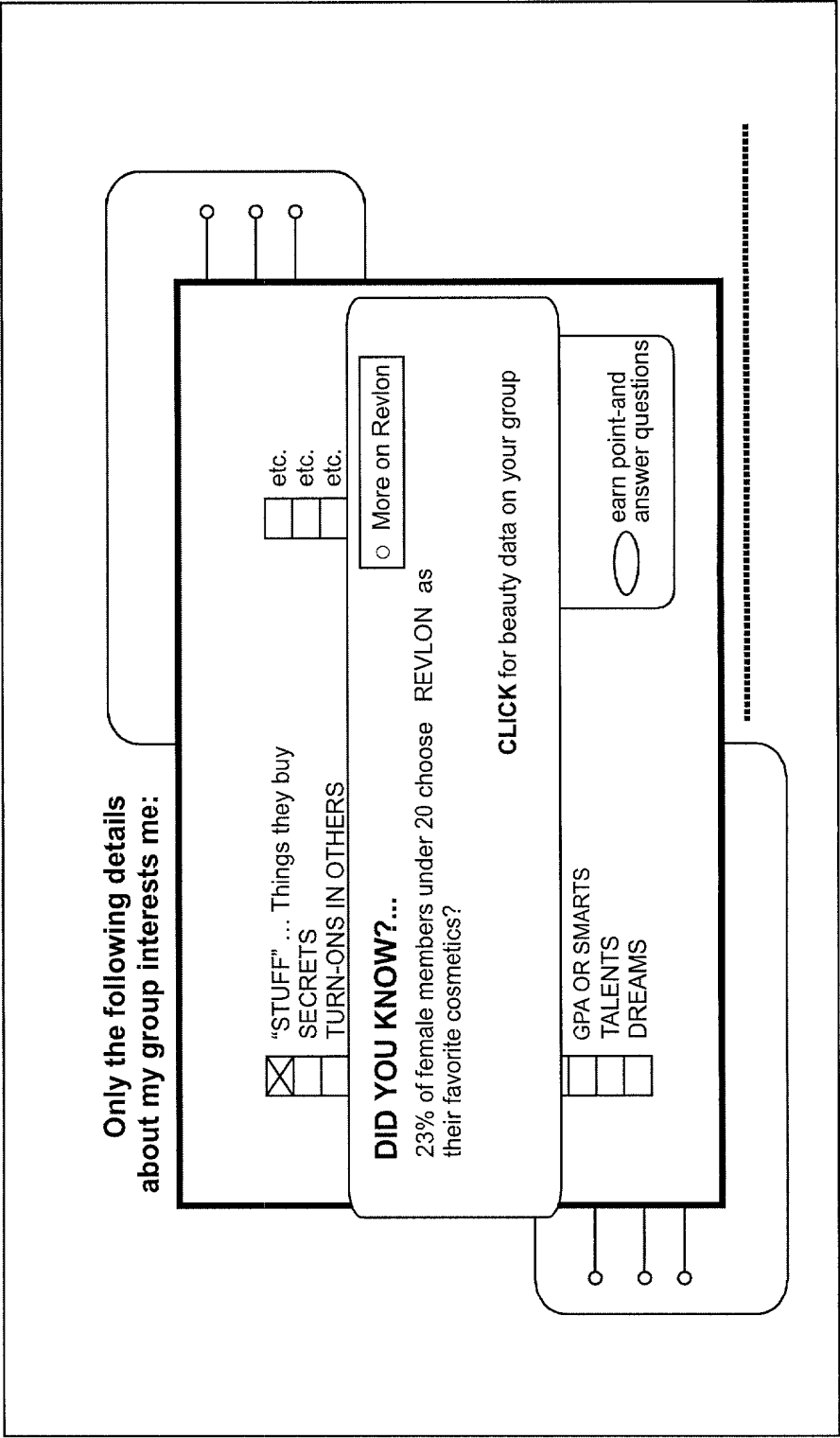☐ AUTOGRAPHED items 500 pts

☐ etc, etc.

FIG.8

After each SEARCHER- selected TRAIT category has been answered, the "things" that the SEARCHER IS curious about his or her requested "type" of people are selectable:

Only the following details about my group interests me:

"STUFF" ... Things they buy
SECRETS
TURN-ONS IN OTHERS
AREAS OF PERSONAL WEAKNESS
PERSONAL GOALS
PERSONAL STRENGTHS
ROLE MODELS
HATES
LOVES
PERSONAL PROBLEMS
LIKE AND LOVES ABOUT OTHERS
GPA OR SMARTS
TALENTS
DREAMS

etc.
etc.
etc.

ABOUT YOUR GROUP:

go to message boards

send group mail

earn point-and answer questions
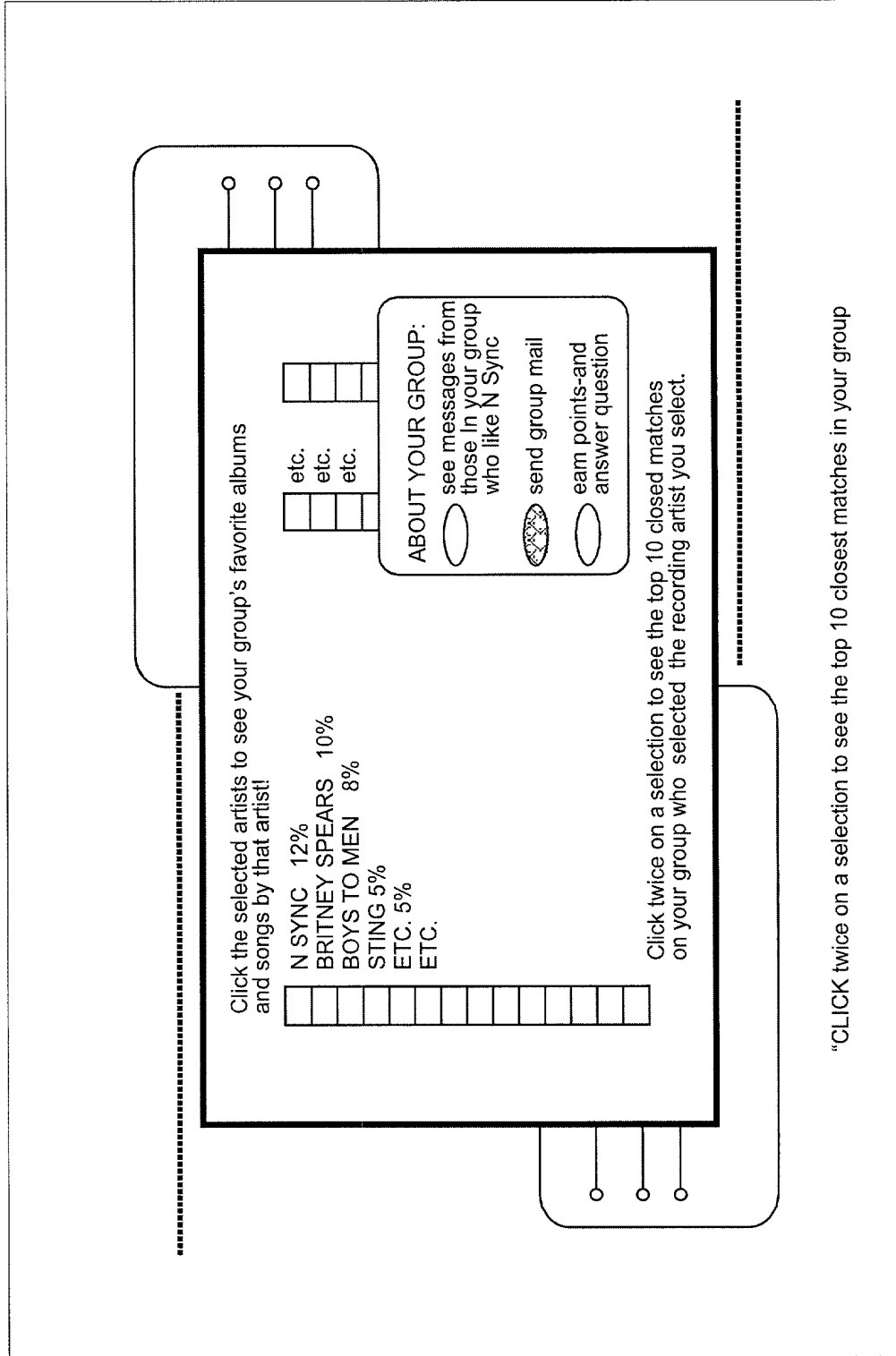
"STUFF" was the selected option of SEARCHER.

Screen 4

FIG.9

"STUFF" was the selected option of SEARCHER.
On selecting STUFF, the following pop-up screen appeared
before revealing the options of products under STUFF to choose from further

Only the following details
about my group interests me:

⊠ "STUFF" ... Things they buy
☐ SECRETS
☐ TURN-ONS IN OTHERS

DID YOU KNOW?...

23% of female members under 20 choose REVLON as
their favorite cosmetics?

○ More on Revlon

CLICK for beauty data on your group

☐ GPA OR SMARTS
☐ TALENTS
☐ DREAMS

etc.
etc.
etc.

earn point-and
answer questions

FIG.10

Click the selected artists to see your group's favorite albums
and songs by that artist!

N SYNC   12%
BRITNEY SPEARS   10%
BOYS TO MEN   8%
STING 5%
ETC. 5%
ETC.

etc.
etc.
etc.

ABOUT YOUR GROUP:

see messages from
those In your group
who like N Sync

send group mail

eam points-and
answer question

Click twice on a selection to see the top 10 closed matches
on your group who selected the recording artist you select.

"CLICK twice on a selection to see the top 10 closest matches in your group

FIG.11A

Click the selected artists to see your group's favorite albums
and songs by that artist!

What do you think of WHITNEY HOUSTON?
From 1 to 5, love to hate: (2 pts plus 2)

① ② ③ ④ ⑤
Love   Hate

Who is your favorite female recording artist?

Click twice on a selection to see the top 10 closed matches
on your group who selected the recording artist you select.

FIG.11B

PHOTO	JOE 1		PHOTO	PETE 7
PHOTO	JIM 2		PHOTO	DAVID 8
PHOTO	KELLY 3		PHOTO	WHIT 9
PHOTO	BILL 4		PHOTO	PARKER 10
PHOTO	TONY 5			
PHOTO	RICH 6			

These are the top ten closest matches to your selected group who chose IN SYNCH as their favorite group. Click to find out other info on these members

SEARCHER SELECTION, BASED ON PHOTO, IS PETE.

POP UP SCREEN:

CLICK here to see why people like PETE prefer COKE over other sodas, and other info about people like PETE
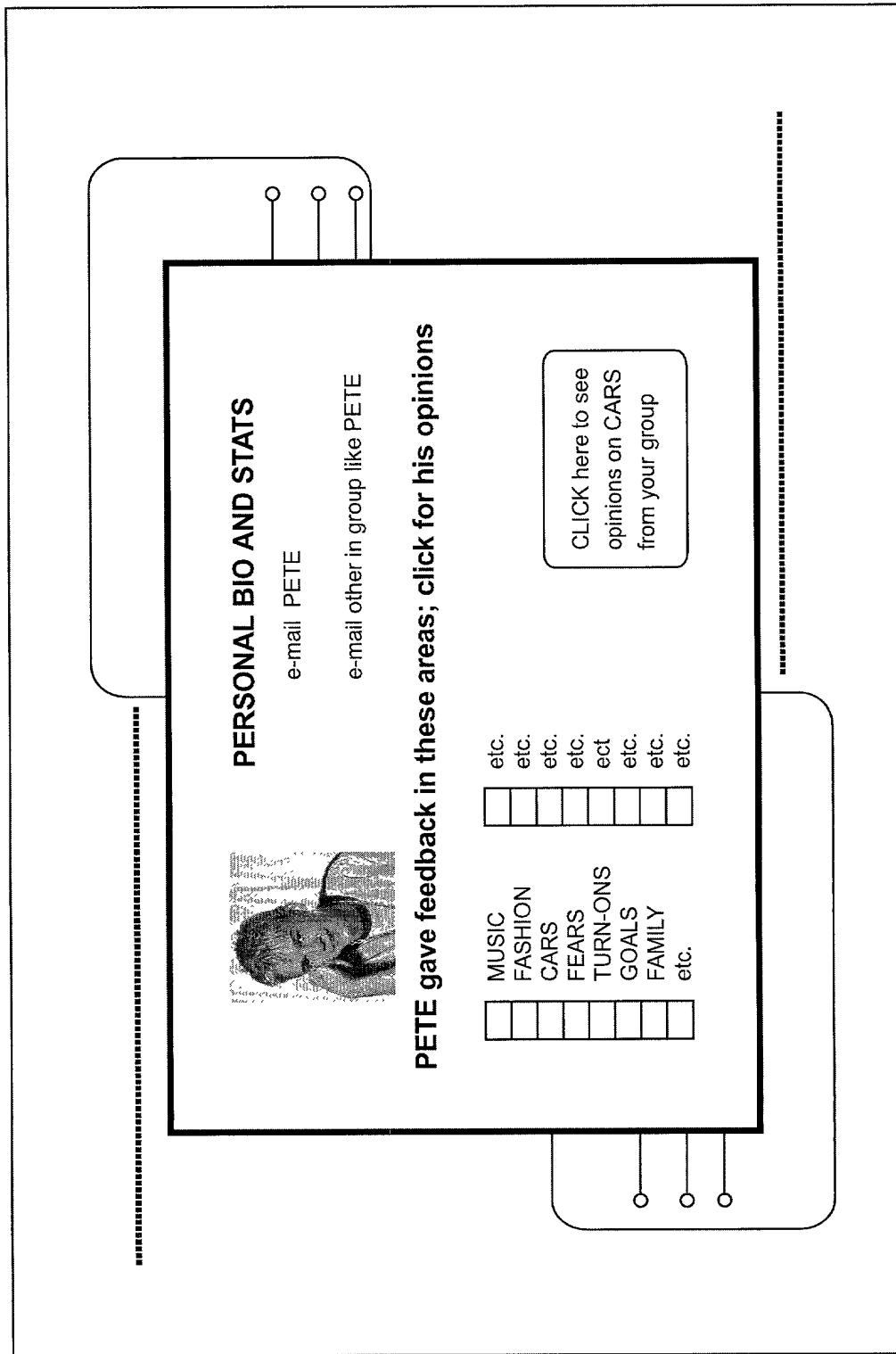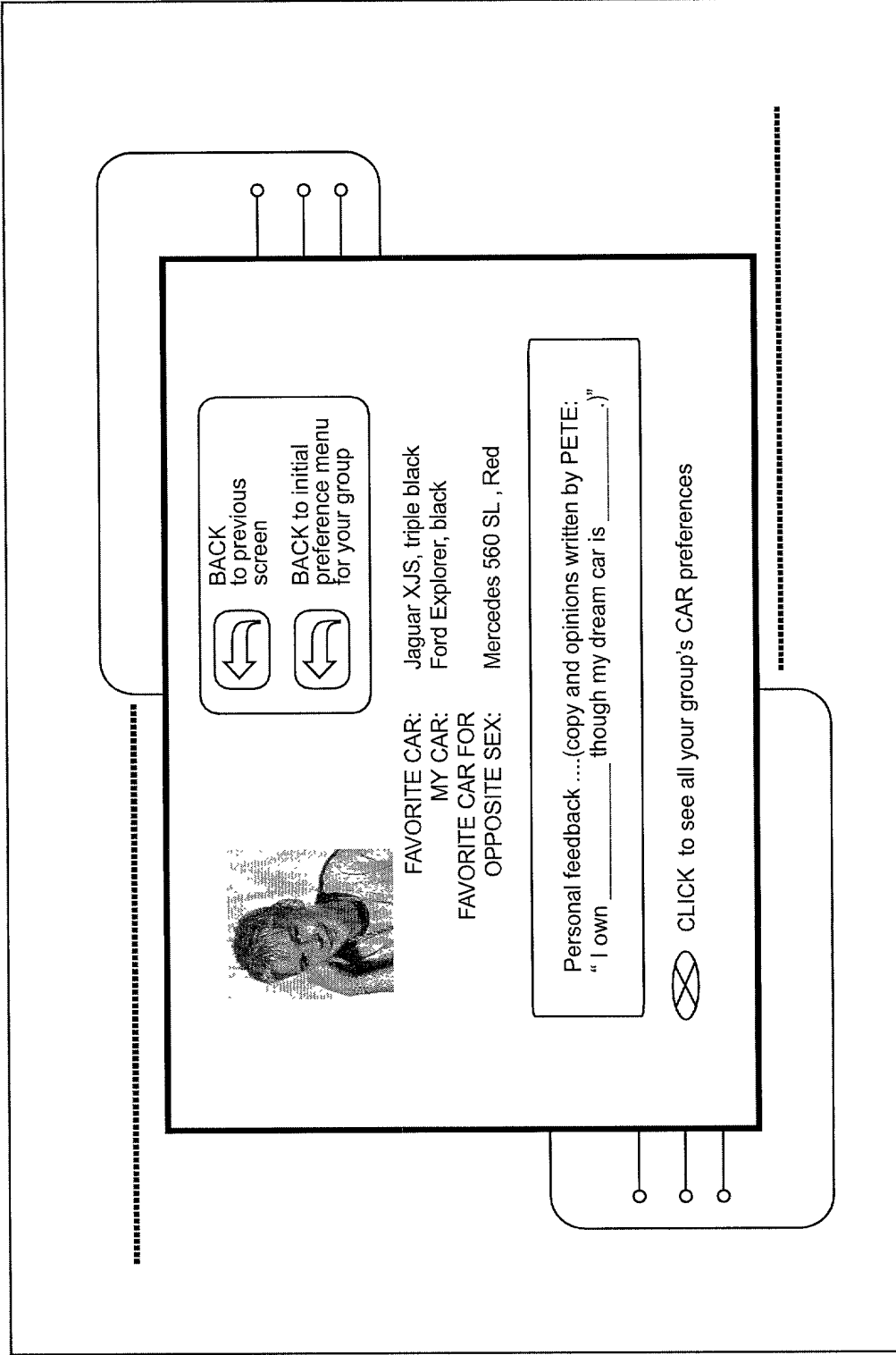
Fig.12

PERSONAL BIO AND STATS

e-mail PETE

e-mail other in group like PETE

PETE gave feedback in these areas; click for his opinions

MUSIC	etc.
FASHION	etc.
CARS	etc.
FEARS	etc.
TURN-ONS	ect
GOALS	etc.
FAMILY	etc.
etc.	etc.

CLICK here to see
opinions on CARS
from your group

The searcher has selected CARS

FIG.13

BACK
to previous
screen

BACK to initial
preference menu
for your group

FAVORITE CAR: Jaguar XJS, triple black
MY CAR: Ford Explorer, black
FAVORITE CAR FOR
OPPOSITE SEX: Mercedes 560 SL , Red

Personal feedback ....(copy and opinions written by PETE:
" I own _____ though my dream car is _____ .)"

CLICK to see all your group's CAR preferences

The searcher has selected group's CARS prefefences

Fig.14

SELECTED " DETAIL SCREEN" made available
by PETE's "car preference" screen

BACK
to previous
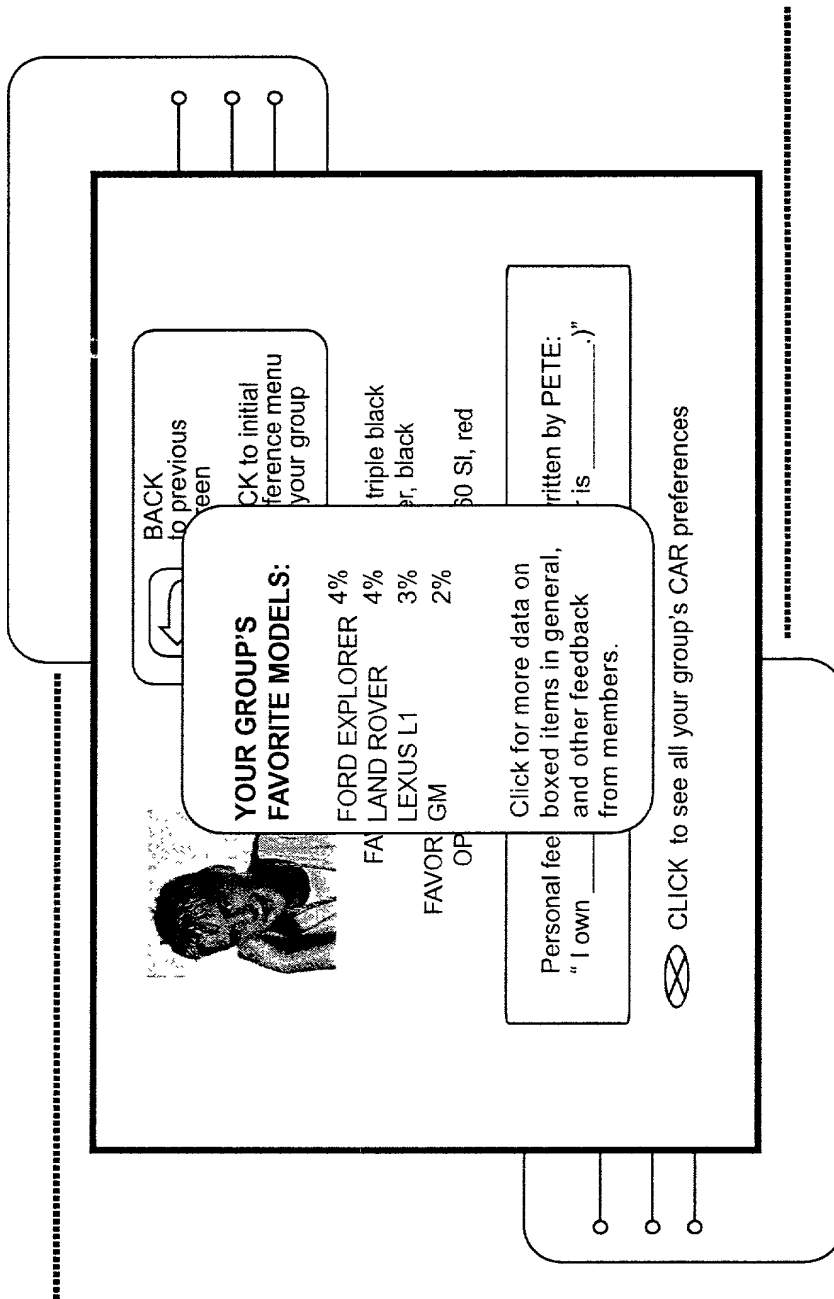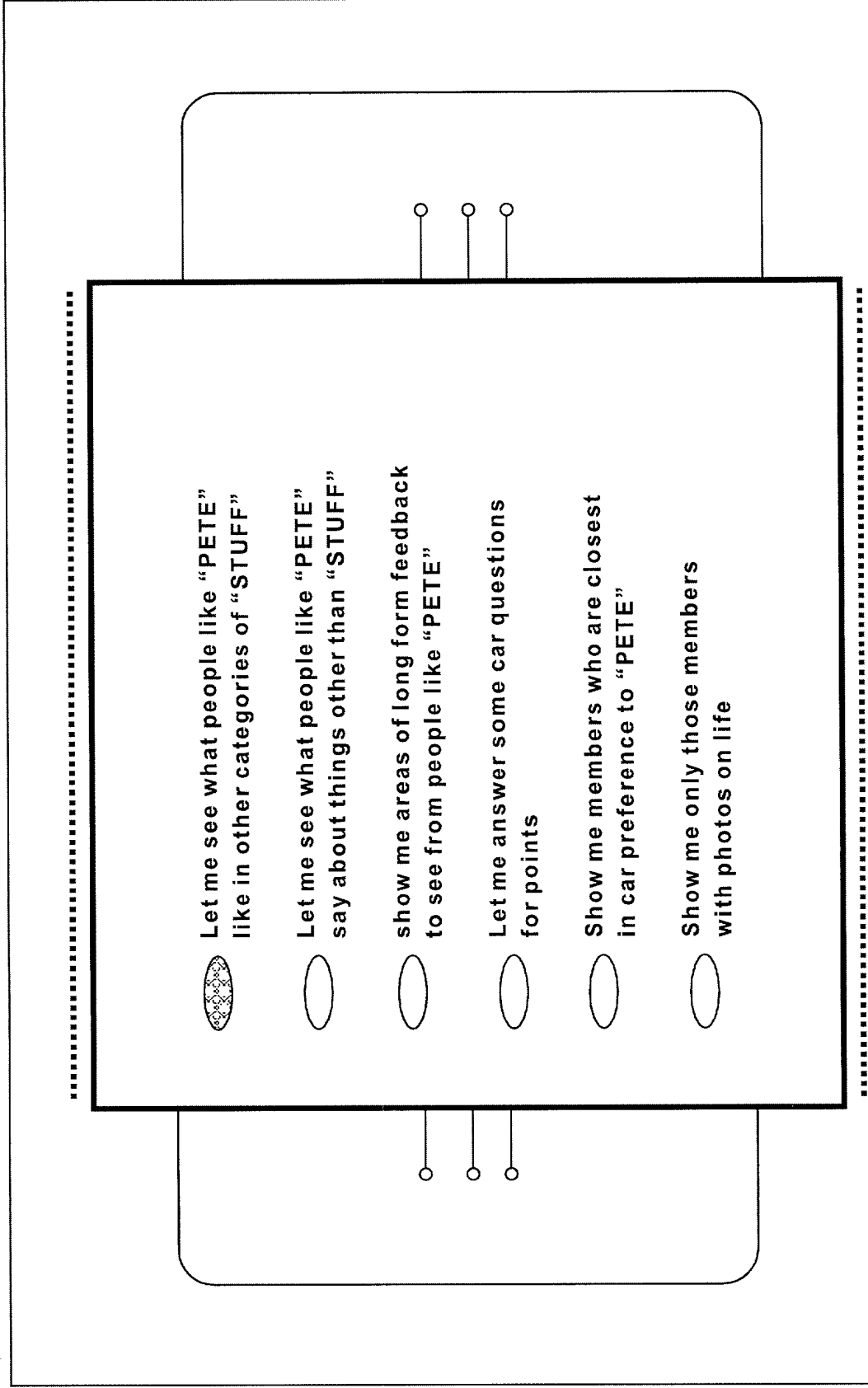screen

CK to initial
ference menu
your group

YOUR GROUP'S
FAVORITE MODELS:

FORD EXPLORER   4%   triple black
FA LAND ROVER   4%   er, black
LEXUS L1   3%
FAVOR GM   2%   50 SI, red
OP

Click for more data on
boxed items in general,
and other feedback
from members.

Personal fee   ritten by PETE:
" I own _____   is _____.)"

⊗ CLICK to see all your group's CAR preferences

FIG.15

Let me see what people like "PETE"
like in other categories of "STUFF"

Let me see what people like "PETE"
say about things other than "STUFF"

show me areas of long form feedback
to see from people like "PETE"

Let me answer some car questions
for points

Show me members who are closest
in car preference to "PETE"

Show me only those members
with photos on life

FIG.16

SEARCHER'S cagory importance ranking	SEARCHER'S selected trait categories	RESPONSE	RANKING	A MEMBER'S responses exemplary of a respondent with SEARCHER's uniquely defined demographic		RANKING
Definitive	SEX	M		SEX	M	
Definitive	SEXUAL PREFERENCE	GAY		SEXUAL PREFERENCE	GAY	
Definitive	RACE	Asian		RACE	Asian	
C	WEIGHT	150-175	3	WEIGHT	160	3
B	DEMEANOR (aggressive/passive)	Aggressive	5	DEMEANOR (aggressive/passive)	Aggressive	5
A	INCOME	100,000-125,000	4	INCOME	80,000	3
				CONTROL FREAK LEVEL		
				HEIGHT		
				BODY TYPE		
				CONTENTMENT LEVEL		
TOTAL RANKING			12			11

A= double ranking

B= neutral, no change

C= half ranking

Definitive= SEARCHER has requested definitive exclusion of members not matching response

#NAME?

Example trait variable pull-down screens:

Definitive category:		Variable category:		
Sex Pref:	STRAIGHT	DEMEANOR:	AGGRESSIVE	5
	BI-SEXUAL			4
	GAY		NEUTRAL	3
	OTHER			2
			PASSIVE	1

In the above scenario, the MEMBER is within a range of 2 the member's ranking results; based on the number of respondents with photos a available that the SEARCHER has requested , 10 in this case, a range of plus or minus "3" in the total trait ranking response would have allowed that MEMBER to be included in the demographic.

Note, the difference between the "Income" category is doubled, in this scenario, to demonstrate the importance ranking provided by the SEARCHER, of "A"
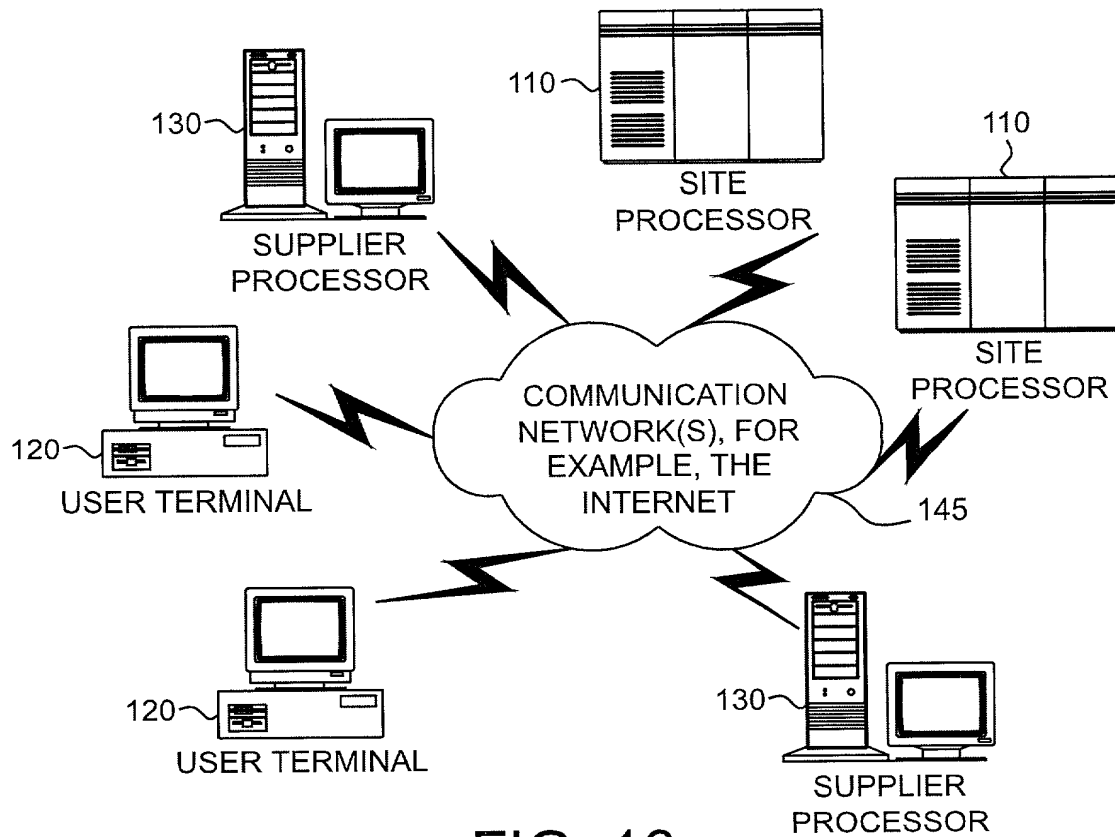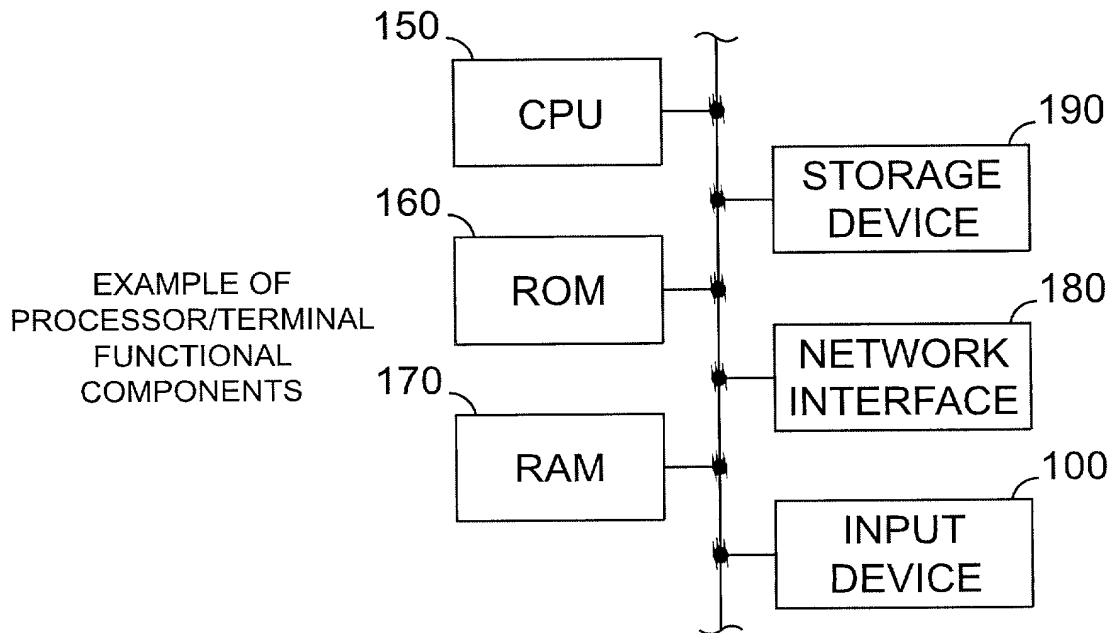
FIG. 17

SITE
PROCESSOR

110

110

SITE
PROCESSOR

130

SUPPLIER
PROCESSOR

120

USER TERMINAL

COMMUNICATION
NETWORK(S), FOR
EXAMPLE, THE
INTERNET

145

120

USER TERMINAL

130

SUPPLIER
PROCESSOR

FIG. 18

EXAMPLE OF
PROCESSOR/TERMINAL
FUNCTIONAL
COMPONENTS

150

CPU

190

STORAGE
DEVICE

160

ROM

180

NETWORK
INTERFACE

170

RAM

100

INPUT
DEVICE

FIG. 19